Since that time, published evidence from two retrospective epidemiological studies (Bross and Gibson, 1968 and Wynder et al., 1970) was such as to indicate that people who smoke filtertip cigarettes have lower lung cancer death rates than people who smoke nonfilter cigarettes. Concern lest this desirable effect be accompanied by an increased risk of some other disease (especially coronary heart disease) led us to carry out this investigation.



Source: https://www.industrydocuments.ucsf.edu/docs/nkhk0001